

SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT: 2008 Sanford Chamber Bike Fest Agreement

DEPARTMENT: Economic Development

DIVISION: Tourism

AUTHORIZED BY: William McDermott

CONTACT: Fran Sullivan

EXT: 2906

MOTION/RECOMMENDATION:

Approve and authorize the Chairman to execute an Agreement with Sanford Chamber of Commerce for the 2008 Sanford Chamber Thunder in the Streets Bike Fest in the amount of \$10,000.00.

County-wide

William McDermott

BACKGROUND:

This annual event brings a significant number of motorcycle enthusiasts and spectators to Seminole County. Bike Fest is strategically scheduled the weekend prior to Daytona Biketoberfest and captures a large percentage of out-of-town guests who extend their stay to take in both events.

Organizers expect attendance to exceed 2007 by at least 15%. Approximately 300 hotel rooms are projected with estimated total direct impact of \$13,722,570.

Funds will be used to promote and advertise the event to out-of-town visitors to generate hotel room nights. Pending final approval of the 2008-09 budget, funds are appropriated in Tourism Development's 08-09 promotional budget.

STAFF RECOMMENDATION:

Staff recommends that the Board approve and authorize the Chairman to execute an Agreement with Sanford Chamber of Commerce for the 2008 Sanford Chamber Thunder in the Streets Bike Fest in the amount of \$10,000.00.

ATTACHMENTS:

1. Agreement

Additionally Reviewed By:

☐ County Attorney Review (Ann Colby)

**2008 SANFORD CHAMBER BIKEFEST
TOURIST DEVELOPMENT TAX FUNDING AGREEMENT**

THIS AGREEMENT is made and entered this _____ day of _____, 2008, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 East First Street, Sanford, Florida 32771, hereinafter referred to as "COUNTY", and **SANFORD CHAMBER OF COMMERCE**, whose mailing address is 400 East First Street, Sanford, Florida 32771, hereinafter referred to as "CHAMBER".

W I T N E S S E T H:

WHEREAS, the Florida State Legislature enacted Section 125.0104, Florida Statutes, known as the Local Option Tourist Development Act in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

WHEREAS, the voters of Seminole County approved by referendum the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

WHEREAS, COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to assist in promotion and marketing of the Seminole County-based Sanford Chamber Bikefest (hereinafter "Bikefest") to be held October 10-12, 2008, to promote tourism in Seminole County.

NOW, THEREFORE, in consideration of the mutual understandings and agreements set forth herein, COUNTY and CHAMBER agree as follows:

SECTION 1. TERM. The term of this Agreement is from the date of its execution by the parties through September 30, 2009, unless earlier terminated as provided herein.

SECTION 2. TERMINATION. This Agreement may be terminated by either party at any time, with or without cause, upon not less than

thirty (30) days written notice to the other party as provided for herein or, at the option of COUNTY, immediately in the Event that CHAMBER fails to fulfill any of the terms, understandings, or covenants of this Agreement. COUNTY shall not be obligated to pay for any services provided or costs incurred by CHAMBER after CHAMBER has received notice of termination. Upon said termination, CHAMBER shall immediately refund to COUNTY or otherwise utilize as COUNTY directs any unused funds provided hereunder.

SECTION 3. SERVICES.

(a) CHAMBER shall use funds from this Agreement to promote the Bikefest in a manner as to encourage out-of-County visitors to attend Bikefest. Such effort shall be as described in Exhibit A attached hereto and incorporated herein by reference.

(b) The Seminole County Convention and Visitors Bureau logo with telephone numbers and website address must appear on all promotional material for which reimbursement will be requested.

(c) CHAMBER shall submit proposed advertisement and promotional copy to COUNTY for review and approval prior to publication. Advertising and promotional copy that has not been approved by COUNTY shall not be eligible for reimbursement.

(d) Promotional packages for Bikefest sent out by CHAMBER must contain a list of Seminole County hotels provided by the Seminole County Convention and Visitors Bureau. No other hotel list may be included in the promotional packet. All such promotional packets must be approved by COUNTY prior to distribution in order to qualify for reimbursement.

(e) CHAMBER shall permit a third-party company designated by the COUNTY to conduct on-site surveys during the Event to coordinate the survey process. CHAMBER shall cooperate in making the Event accessible in whatever manner is necessary for completion of the survey.

(f) Post-event preliminary statistics for room nights and economic impact must be submitted to COUNTY no later than thirty (30) days after Bikefest.

(g) A hotel poll reflecting an accurate accounting of room nights used for Bikefest shall be conducted by CHAMBER and submitted to COUNTY no later than thirty (30) days after its conclusion.

(g) CHAMBER shall be required to have and maintain a website for the purpose of promoting tourism to and attendance at Bikefest. Said website shall be linked to the Seminole County Tourism website (www.visitseminole.com) and such link shall be maintained throughout the duration of this Agreement.

(h) Failure to comply with or failure to meet the requirements of this Section, including time deadlines, shall result in termination of this Agreement and forfeiture of all financial assistance rendered to CHAMBER by COUNTY pursuant to this Agreement.

SECTION 4. LIABILITY AND INSURANCE.

(a) **Liability.** COUNTY, its Commissioners, officers, employees, and agents shall not be deemed to assume any liability for the acts, omissions, and/or negligence of CHAMBER, its officers, employees, and agents in the performance of services provided hereunder; and CHAMBER hereby agrees to fully and completely indemnify, insure, and hold harmless COUNTY from and against any liability of whatsoever type or nature howsoever arising, relating in any way to the acts and/or omissions of CHAMBER and its officers, members, agents, and employees.

(b) **Insurance.**

(1) CHAMBER shall furnish COUNTY with a Certificate of Insurance signed by an authorized representative of the insurer evidencing the insurance required by this Section (Commercial General Liability). COUNTY, its officials, officers, and employees shall be

named additional insured under the Commercial General Liability policy. The Certificate of Insurance shall provide that COUNTY shall be given not less than thirty (30) days written notice prior to the cancellation or restriction of coverage. Until such time as the insurance is no longer required to be maintained, CHAMBER shall provide COUNTY with a renewal or replacement Certificate of Insurance not less than thirty (30) days before expiration or replacement of the insurance for which a previous certificate has been provided.

(2) The Certificate of Insurance shall contain a statement that it is being provided in accordance with the Agreement and that the insurance is in full compliance with the requirements of the Agreement. In lieu of the statement on the Certificate, CHAMBER shall, at the option of COUNTY, submit a sworn, notarized statement from an authorized representative of the insurer that the Certificate is being provided in accordance with this Agreement and that the insurance is in full compliance with the requirements of this Agreement.

(3) In addition to providing the Certificate of Insurance, if required by COUNTY, CHAMBER shall, within thirty (30) days after receipt of the request, provide COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Section.

(4) Neither approval by COUNTY nor failure to disapprove the insurance furnished by CHAMBER shall relieve CHAMBER of its full responsibility for performance of any obligation including its indemnification of COUNTY under this Agreement.

(5) Insurance Company Requirements. Insurance companies providing the insurance under this Agreement must meet the following requirements:

(A) Companies issuing policies must be authorized to conduct business in the State of Florida and prove same by maintaining Certificates of Authority issued to the companies by the Department of Insurance of the State of Florida.

(B) In addition, such companies other than those authorized by Section 440.57, Florida Statutes, shall have and maintain a Best's Rating of "A" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(C) If during the period which an insurance company is providing the insurance coverage required by this Agreement, an insurance company shall: (i) lose its Certificate of Authority, or (ii) fail to maintain the requisite Best's Rating and Financial Size Category, CHAMBER shall, as soon as it has knowledge of any such circumstance, immediately notify COUNTY and immediately replace the insurance coverage provided by the insurance company with a different insurance company meeting the requirements of this Agreement. Until such time as CHAMBER has replaced the unacceptable insurer with an insurer acceptable to COUNTY, CHAMBER shall be deemed to be in default of this Agreement.

(6) Specifications. Without limiting any of the other obligations or liability of CHAMBER, CHAMBER shall, at its sole expense, procure, maintain and keep in force amounts and types of insurance conforming to the minimum requirements set forth in this Section. Except as otherwise specified in this Agreement, the insurance shall become effective prior to the commencement of Bikefest and shall be maintained in force until this Agreement completion date. The amounts and types of insurance shall conform to the following minimum requirements.

(A) Commercial General Liability.

(1) CHAMBER's insurance shall cover CHAMBER for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office, without the attachment of restrictive endorsements other than the elimination of Coverage C, Medical Payment, and the elimination of coverage for Fire Damage Legal Liability.

(2) The minimum limits to be maintained by CHAMBER (inclusive of any amounts provided by an Umbrella or Excess policy) shall be as follows:

	<u>LIMITS</u>
General Aggregate	Three (3) Times the Each Occurrence Limit
Personal & Advertising Injury Limit	\$1,000,000.00
Each Occurrence Limit	\$1,000,000.00

(7) Coverage. The insurance provided by CHAMBER pursuant to this Agreement shall apply on a primary basis and any other insurance or self-insurance maintained by COUNTY or its officials, officers, or employees shall be excess of and not contributing to the insurance provided by or on behalf of CHAMBER.

(8) Occurrence Basis. The Commercial General Liability required by this Agreement shall be provided on an occurrence rather than a claims-made basis.

SECTION 5. BILLING AND PAYMENT. COUNTY hereby agrees to provide financial assistance to CHAMBER up to a maximum sum of TEN THOUSAND AND NO/100 DOLLARS (\$10,000.00) for all services provided hereunder by CHAMBER during the term of this Agreement in accordance with the project budget and requirements set forth in Exhibit A. Qualified expenditures

are reimbursable upon:

(a) Receipt by COUNTY of the Request for Funds Form, attached hereto and incorporated herein as Exhibit B, from CHAMBER requesting all funds for which the CHAMBER wishes to be reimbursed. The Request for Funds Form shall be completed properly with attached documentation including the original or copies of invoices and canceled checks. Such request by CHAMBER shall only be for services specifically provided for herein necessary to serve Seminole County and as authorized under Section 125.0104, Florida Statutes. Said Request for Funds Form shall be submitted no later than ninety (90) days after Bikefest. Failure to comply with this requirement shall result in termination of this Agreement and forfeiture of all financial assistance granted to CHAMBER under this Agreement.

(b) Verification by the Seminole County Tourism Development Director that CHAMBER is providing the services for which reimbursement is sought and has complied with all provisions of this Agreement including all reporting requirements;

(c) The Request for Funds Form shall be accompanied by a detailed report of the economic impact on COUNTY resulting from Bikefest, funds for which have been provided hereunder. Such report, attached hereto and incorporated herein as Exhibit C, shall include, but not be limited to, the actual number of hotel or motel rooms occupied, restaurant meals consumed and estimated goods and services expenditures; and

(d) Payment requests shall be sent to:

Original: Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

Duplicate: Director, Department of Finance
Seminole County Services Building
1101 East First Street
Sanford, Florida 32771

(e) Reimbursement shall be contingent upon CHAMBER's compliance with the requirements as stated in Exhibit A.

SECTION 6. REPORTING REQUIREMENTS. In the performance of this Agreement, CHAMBER shall maintain books, records, and accounts of all activities in compliance with normal accounting procedures. CHAMBER shall transmit and certify interim records with each Request for Funds Form submitted to COUNTY. The Request for Funds Form shall detail costs incurred as referenced in Exhibit A. Additionally, CHAMBER shall submit a financial report within ninety (90) days of project completion or lapse or termination of this Agreement.

SECTION 7. NON-ALLOWABLE COSTS. The purpose for which Tourist Development Tax grant funds are provided to CHAMBER shall not duplicate programs for which monies have been received, committed, or applied for from another source. The monies provided hereunder shall be expended only for the activities or purposes set forth in Exhibit A. Non-reimbursable expenditures include, but are not limited to, legal, engineering, accounting, auditing, planning, feasibility studies, or other consulting services; real property or capital improvements; interest reduction in deficits and loans; prize money, scholarships, awards, plaques, or certificates; private entertainment, lodging, food, and beverages; and wages, salaries, administrative, or travel expenses other than those appearing, if any, in Exhibit A.

SECTION 8. UNAVAILABILITY OF FUNDS. CHAMBER acknowledges that Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of COUNTY, by written notice of termination to CHAMBER as provided hereinafter.

COUNTY shall not be obligated to pay for any services provided or costs incurred by CHAMBER after it has received such notice of termination. In the event there are any unused COUNTY funds, CHAMBER shall promptly refund those funds to COUNTY, or otherwise use such funds as COUNTY directs.

SECTION 9. ACCESS TO RECORDS. CHAMBER shall allow COUNTY, its duly authorized agent, and the public access to such of CHAMBER's records as are pertinent to all services provided hereunder, at reasonable times and under reasonable conditions, for inspection and examination in accordance with Florida Statutes.

SECTION 10. LIAISON. CHAMBER shall submit the originals of the Request for Funds form and any other required reports or correspondence to the following:

Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779



SECTION 11. NOTICES. Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, return receipt requested, and sent to:

For COUNTY:

Director
Seminole County Tourism Development
1230 Douglas Avenue, Suite 116
Longwood, Florida 32779

For CHAMBER:

Joe Montisano, Chairman of the Board
Sanford Chamber of Commerce
705 S. French Avenue
Sanford, Florida 32771

Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.


SECTION 12. ASSIGNMENTS. Neither party to this Agreement shall assign this Agreement, nor any interest arising herein, without the written consent of the other.

Agreement.

(c) Pursuant to Section 216.347, Florida Statutes, CHAMBER hereby agrees that monies received from COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the Legislature or any other State or Federal agency.

IN WITNESS WHEREOF, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

ATTEST:


ANN CAUFFMAN
Secretary

(CORPORATE SEAL)


SANFORD CHAMBER OF COMMERCE

By: 

JOE MONTISANO
Chairman of the Board

Date: 8/4/08

ATTEST:


MARYANNE MORSE
Clerk to the Board of
County Commissioners of
Seminole County, Florida

By: _____

BOARD OF COUNTY COMMISSIONERS
SEMINOLE COUNTY, FLORIDA

BRENDA CAREY, Chairman

Date: _____

For the use and reliance
of Seminole County only.

Approved as to form and
legal sufficiency.

As authorized for execution by
the Board of County Commissioners
at their _____, 2008,
regular meeting.

County Attorney

Attachments:

- Exhibit A - Project Description and Expenses
- Exhibit B - Request For Funds Form
- Exhibit C - Economic Impact Report

AEC/sjs
7/30/08

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EXHIBIT A

PART II APPLICATION FOR FUNDS
TOURIST DEVELOPMENT SPONSORSHIP
FY 2008-09

THE FOLLOWING QUESTIONS MUST BE ANSWERED IN FULL.

I. GENERAL INFORMATION

TO ASSIST US IN EVALUATING THE IMPACT OF YOUR EVENT ON SEMINOLE COUNTY AND TO BETTER UNDERSTAND WHAT SUPPORT YOU ARE REQUESTING, THE FOLLOWING QUESTIONS MUST BE ANSWERED COMPLETELY. DO NOT SKIP ANY INFORMATION WHICH APPLIES TO YOUR EVENT.

1. NAME OF ORGANIZATION

Sanford Chamber of Commerce

2. ADDRESS: 400 East First Street

Sanford, Florida 32771

PHONE 4073222212 FAX 4073228160 EMAIL info@sanfordchamber.com

3. NAME OF EVENT/PROJECT : Thunder in the Streets Bikefest

DATE OF EVENT October 10,11 &12

LOCATION OF EVENT: Riverwalk, Ft. Mellon Park and Downtown Sanford

DESCRIPTION OF EVENT – Fourth Annual Bikefest – Motorcycle showcase, vendor show with Entertainment.

4 CONTACT PERSON: Charles Davis, Committee Chair or Joe Montisano, Board President

5. ORGANIZATION'S CHIEF OFFICIAL: David Taylor

TITLE: Interim Executive Director

ADDRESS (IF DIFFERENT FROM ABOVE)

STREET (Same)

CITY

STATE

ZIP

PHONE

FAX

EMAIL

6. AMOUNT REQUESTED \$ 10,000

7. INTENDED USE OF FUNDS:

☐ BID GUARANTEE

☒ PROMOTION/MARKETING

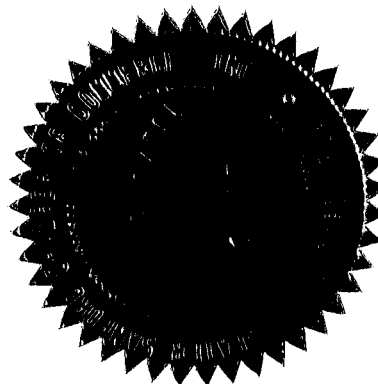
8. PLEASE ATTACH AN **ITEMIZED** MARKETING PLAN DETAILING HOW TOURIST TAX DOLLARS WILL BE SPENT TO PROMOTE THIS EVENT, INCLUDING, BUT NOT LIMITED TO PRINT ADVERTISING (BROCHURE/FLYER, MAGAZINE, NEWSPAPER), RADIO/TV, INTERNET OR OTHER MEDIA.

NOTE: ADVERTISING MUST TARGET AUDIENCES TO ATTRACE OVERNIGHT VISITORS TO SEMINOLE COUNTY. DRIVE-DISTANCE MARKETING WILL BE CONSIDERED LOCAL ADVERTISING AND IS NOT ELIGIBLE FOR REIMBURSEMENT.

9. BE SURE TO HAVE YOUR CHIEF CORPORATE OFFICER SIGN THE APPLICATION AND YOUR SECRETARY AFFIX THE CORPORATE SEAL ON PAGE .



JOE MONTISANO
CHAIRMAN OF BOARD
SANFORD CHAMBER OF COMMERCE



Sanford Bikefest TDC Funding Budget

Outer Market Advertising

<u>Media Outlet</u>	<u>Area of coverage</u>	<u>Number of Buys</u>	<u>Cost</u>	<u>Total Expense</u>
Cycle Rider Radio	Jacksonville Orlando Tampa	14 week x 4 weeks	\$ 85.00	\$ 4,760.00
Curves Ahead	Southeastern US	Web Page coverage	\$ 200.00	\$ 200.00
Florida Bikers Digest	Florida	3 Months	\$ 475.00	\$ 1,900.00
Born to Ride Magazine	Southeastern U.S.	3 Months	\$ 275.00	\$ 825.00
Full Throttle Magazine	Southern U.S.	4 Months	\$ 225.00	\$ 900.00
Dixie Biker Magazine	Southern U.S.	3 Months	\$ 200.00	\$ 600.00
Event Rack Cards for outer market distribution	Florida and Georgia		\$ 920.00	\$ 920.00
				\$ 10,105.00

II. DETAILS ON YOUR ORGANIZATION:

In narrative form please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

(1) What are your organization's goals and objectives?

The Sanford Chamber of Commerce is a membership organization that serves as an advocate for the business community of Sanford and the Seminole County Area. The Sanford Chambers goal is to create a stable and diverse business environment characterized by widespread industry growth, steady job creation and active networking and information sharing.

Our intent with this event is to bring motorcycle enthusiasts and spectators into our community, booking room nights and spending money here the week before the Daytona bikefest. This influx of visitors will result in tourism dollars being spent in all the associated businesses in the area. In 2007 the Sanford police department estimated we hosted over 60,000 guests for the two and a half day period and expect to exceed that this year by at least 15%.

(2) What services does your organization provide?

The Sanford Chamber of Commerce provides networking opportunities to our members that allows them to make the necessary business contacts to grow their businesses. Other services provided are joint marketing opportunities, educational seminars and presentations and access to the Chambers members for mailing or solicitation.

(3) How will your organization monitor expenditure of funds?

The TDC funds will be used to offset our advertising and marketing expenses, monitored through our accounting software. The Chambers finances are monitored by the Executive Director and overseen and monitored by the Board Treasurer and in turn the board of directors.

(4) How will your event bring additional visitors and hotel room nights to Seminole County?

Thunder in the Streets Bikefest is a two and a half day event that last year attracted an estimated 60,000 guests to the area. By strategically positioning it the weekend before the Daytona Bikeoberfest we capture a large percentage of out-of-towners that extend their stay to take in both events and the great fall riding during the week.

(5) What is your organization's experience in managing sponsorships and grants?

The Sanford Chamber of Commerce has managed numerous sponsorships received for a wide variety of events in the past. The sponsorships are attributed toward a specific event of purpose and expenses as the bills arrive.

Provide three (3) years of this event's history, if applicable.

Previous Event: Thunder in the Streets 2007

Date: October 12-14 Location: Same – Riverwalk, Ft. Mellon Park and Downtown Sanford

Contact Name/Phone: Charles Davis, (Event Chair) 407.340.3045

Out-of-State Participants: Est. 8,600* Room Nights Est. 300+ Economic Impact: 6M

*Last years survey was out of County not out of State

Previous Event: Thunder in the Streets 2006

Date: October 5-6 Location: Same – Riverwalk, Ft. Mellon Park and Downtown Sanford

Contact Name/Phone: Charles Davis, (Event Chair) 407.340.3045

Out-of-State Participants: Est. 3,000 Room Nights: Est. 100

Economic Impact: Est. 2M

Previous Event: Thunder in the Streets 2005

Date: October 6-7 Location: Same – Riverwalk, Ft. Mellon Park and Downtown Sanford

Contact Name/Phone: Charles Davis, (Event Chair) 407.340.3045

Out-of-State Participants: Est. 200* Room Nights: 0*

Economic Impact: 200k

* 2005 event had a hurricane arrive the same weekend so out of state visitors was very limited as no hotels were available.

III. EVENT INFORMATION (Use additional sheets where necessary.)

- (1) NAME OF EVENT: Thunder in the Streets – Sanford Chamber Bikefest
- (2) LOCATION OF EVENT: Riverwalk, Ft. Mellon Park and Downtown Sanford
- (3) DATE(S) OF EVENT: October 10,11 and 12 NUMBER OF DAYS: 2.5
- (4) HAVE FACILITIES BEEN SECURED? YES ☒ NO ☐
- (5) SPECIAL SITE REQUIREMENTS? YES ☒ NO ☐
IF YES, PLEASE GIVE DETAILS
Utilizing Fort Mellon Park and surrounding streets in Sanford.
- (6) EVENT OWNER (IF OTHER THAN YOUR ORGANIZATION)
NAME: N/A
ADDRESS:
PHONE:
- (7) HOW WILL THIS EVENT CONTRIBUTE TO A POSTIVE IMAGE FOR SEMINOLE COUNTY?

The event brings a large number of riders to the County and showcases Seminole County as the natural choice. These riders not only visit the vent but travel in and around the surrounding areas. Today's rider is very different from the stereotype "biker" of the old days. Today it is young professionals who can afford a 20k dollar motorcycle and other people who ride to enjoy the sport and social aspect of these kinds of events. All of these guests may not ever have another reason to visit the County if it was not for events like this one and they all spend real dollars in this community.

- (8) DOES THIS EVENT HAVE FUTURE IMPLICATIONS, SPIN-OFFS, OR OTHER CONSIDERATIONS?

Yes as it is an annual event and continues to grow and become a larger and more important economic engine to the County.

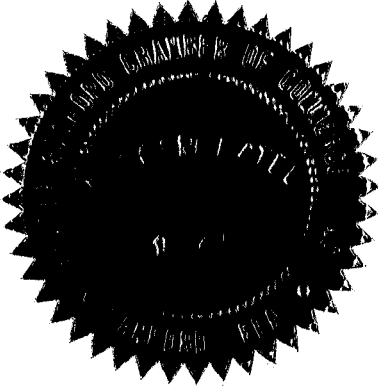
- (9) PROJECTED NUMBER OF:
LOCAL PARTICIPANTS: 60,000
LOCAL GUESTS
OUT-OF TOWN PARTICIPANTS: 10,000
OUT-OF-TOWN GUESTS
OUT-OF-TOWN MEDIA: 10

- (10) TOTAL NUMBER OF HOTEL ROOMS REQUIRED IN SEMINOLE COUNTY FOR EVENT: This is unknown at this time because of the nature of this event the participants make their own reservations and are not from one group.

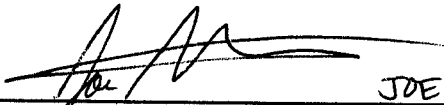
(8) PROVIDE THE ESTIMATED DIRECT ECONOMIC IMPACT ON SEMINOLE COUNTY FROM YOUR EVENT. (PLEASE COMPLETE ECONOMIC IMPACT CALCULATION FORM. (A COPY OF THIS FORM IN EXCEL FORMAT IS AVAILABLE ON www.visitseminole.com)

CERTIFICATION

I have reviewed this Application for Funds from the Tourist Development Council for FY 2007-08. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments are accurate and complete.



Seal



JOE MONTISANO
Chief Corporate Officer

6/20/08
Date



Corporation Secretary

6/20/08
Date

EXHIBIT C
SEMINOLE COUNTY ECONOMIC IMPACT

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?	8000	\$ 152.00	2.5	\$ 96,775.00
How many adult out-of state spectator days expected?	0	\$ 152.00	0	\$ 3,040,000.00
How many out-of state media/professional days expected?	10	\$ 152.00	2.5	\$ -
How many youth out-of state participant days are expected?	0	\$ 76.00	0	\$ 3,800.00
How many youth out-of state spectator days are expected?	0	\$ 76.00	0	\$ -
How many in state participant/spectator/media/ professionals expected?	62000	\$ 68.00	2.5	\$ -
What is the expected event-site spending?				\$ 10,540,000.00
What other expenditures, if any, are anticipated?				\$ 41,995.00
TOTAL DIRECT IMPACT =				\$ 13,722,570.00
Total output economic impact:	Direct Impact	Divider	Multiplier	
Total earnings impact:	\$ 13,722,570.00		1.5	\$ 20,583,855.00
Total employment impact:	\$ 13,722,570.00		0.57	\$ 7,821,864.90
	\$ 13,722,570.00	1,000,000	22	301.90
		Non-Taxable		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ 13,722,570.00	\$ 100,000.00	0.06	\$ 817,354.20
			Florida DOR	
		State Sales Tax	Disbursement	
		Generated	Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:		\$ 817,354.20	0.09653	\$ 78,899.20
		Non-Taxable	Option Sales	
	Direct Impact	Sales	Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	\$ 13,722,570.00	\$ 100,000.00	0.01	\$ 136,225.70
	Estimated Rooms	Approximate Hotel	Average Room	
	Per Night To Be Secured	Rooms Secured	Rate Per Night	
TOTAL HOTEL IMPACT:	150	300	\$92.00	\$ 27,600.00
	Total Hotel			
	Impact		Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ 27,600.00		0.03	\$ 828.00
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ 215,952.90
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$ 215,952.90

TOTAL EVENT BUDGET

PLEASE COMPLETE THE FOLLOWING EXPENSE AND INCOME SUMMARIES IN
DETAIL

* Bikefest Event Budget Attached

PROJECTED EXPENSES		
	IN-KIND *	CASH
Travel		
Housing		
Food		
Sanction Fees		
Site Fees		
Rights/Guarantee Fees		
Officials		
Awards		
Equipment		
Rentals		
Insurance		
Security		
Labor		
Marketing/Promotions		
Administrative Costs		
Other Expenses (LIST BELOW)		
Total In-Kind Expense		
Total Cash Expense		
TOTAL EXPENSE		

* Definition of In Kind Expense: An In Kind Expense is the use of an In Kind Contribution received from a Contributor who makes an In Kind Contribution.

2008 BIKEFEST Budget

INCOME

	<u>ACTUAL</u>
Sponsorship	80,000.00
TDC Marketing	10,000.00
Sanford CRA	7,500.00
- Misc. Sponsorship	2,500.00
Sponsorship SUB-TOTAL:	100,000.00
Vendor Revenue	15,000.00
Food Concessions	8,000.00
Water/Soda Concessions	8,000.00
- Info Booth: Ice/Soda/Water	2,000.00
Event Guide	-
Merch./Tshirts/etc. (\$2430.36)	4,000.00
Beer/Liquor	50,000.00
T-Shirt Concession	-
Cash To Go (ATM)	250.00
"Margarita Man" (Dan Barber)	1,220.00
Misc. Income: 502.00 + 203.60 Sponsor Tents	500.00
Misc. Income SUB-TOTAL:	88,970.00
TOTAL INCOME	188,970.00

EXPENSES

Advertising/Promotion

- Radio	10,000.00
- Magazines	10,000.00
- Newspapers	-
- Website	1,500.00

Advertising/Promotion, cont.

- Miscellaneous	250.00
- Posters	250.00
- Flyers	1,000.00
- Event Guide	-
- Sponsor Banners/Boards	500.00
- Street Banners (Chamber Bldg.)	200.00
- Street Signs	200.00
Advertising: SUB-TOTAL:	23,900.00

Entertainment

- Bands/Acts	25,000.00
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Staging:

- Stages/Lighting	15,000.00
- Fencing/Scaffold	-
- M/C & Cycle Rider Radio	4,000.00

Entertainment: SUB-TOTAL:	\$ 44,000.00
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Beverages

- Coke/Water	2,000.00
- Beer	10,000.00
- Alcohol/Mixers	5,000.00
- Ice	1,500.00

- Cups/Paper Goods	200.00
- Sales Tax (Est. 8%)	3,000.00
Beverages: SUB-TOTAL:	21,700.00

Logistics

- City of Sanford	7,500.00
- Public Works	
- Fire Dept.	
- Parks & Rec. Dept.	
- Police Dept.	21,000.00
- Golf Carts	500.00
- Bike Racks	200.00
- Port-O-Lets	3,500.00
- Walkie Talkies	400.00
- Light Towers	500.00
- Generators	5,000.00
- Fuel Service	695.00
- Tents	2,500.00
- Signs (Directional)	200.00
- Children's Play Area	-

Logistics: SUB-TOTAL:

41,995.00

Operations

- Copies/Printing/Postage	
- Permits	\$ 25.00
- Event Insurance	\$ 5,500.00
- Badges	\$ 50.00
- Misc. Expense	\$ 100.00
- Misc. Supplies	\$ 500.00
- Event Merchandise:	
- T-Shirts	\$ -

VIP Benefits

500	\$ 500.00
- Misc. (Plaques/Ribbons)	\$ 500.00

Operations: SUB-TOTAL:

\$ 7,175.00

TOTAL EXPENSES:

138,770.00

INCOME:	188,970.00
LESS - EXPENSES:	<u>138,770.00</u>

TOTAL NET:

50,200.00

EXHIBIT "B"
REQUEST FOR FUNDS

SEMINOLE COUNTY TOURISM DEVELOPMENT
1230 DOUGLAS AVENUE, #116, LONGWOOD FL 32779

EVENT NAME _____

ORGANIZATION _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

NAME OF CONTACT _____ CONTACT TELEPHONE _____

CONTACT E-MAIL _____

EVENT DATE FROM _____ TO _____

REQUEST # _____

() INTERIM REPORT () FINAL REPORT

TOTAL CONTRACT AMOUNT \$20,000

<u>EXPENSE</u>	<u>BUDGET</u>	<u>REIMBURSEMENT REQUESTED</u>
_____	_____	_____
_____	_____	_____
TOTALS	_____	_____

(For Final Report only)

Please complete the following:

#of Hotels used _____

#of Hotel room nights _____

#of out-of-town participants _____

#of out-of-town fans _____

#of out-of-town media _____

Total direct economic impact \$ _____

NOTE: Furnishing false information may constitute a violation of applicable State and Federal laws.

CERTIFICATION OF FINANCIAL OFFICER: I certify that the above information is correct based on our official accounting system and records, consistently applied and maintained and that the cost shown have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual cost made during this time period.

SIGNATURE _____ TITLE _____

Exhibit C

Seminole County - Economic Impact

	Quantity	Multiplier	Event days	TOTALS
How much will event organizers spend locally?				
How many adult out-of state participant days expected?	\$	152.00		\$ -
How many adult out-of state spectator days expected?	\$	152.00		\$ -
How many out-of state media/professional days expected?	\$	152.00		\$ -
How many youth out-of state participant days are expected?	\$	76.00		\$ -
How many youth out-of state spectator days are expected?	\$	76.00		\$ -
How many in state participant/spectator/media/ professionals expected?	\$	68.00		\$ -
What is the expected event-site spending?				
What other expenditures, if any, are anticipated?				
TOTAL DIRECT IMPACT =				\$ -
	Direct Impact	Divider	Multiplier	
Total output economic impact:	\$ -		1.5	\$ -
Total earnings impact:	\$ -		0.57	\$ -
Total employment impact:	\$ -	1,000,000	22	\$ -
		Non-Taxable		
	Direct Impact	Sales	Sales Tax Rate	
STATE SALES TAX GENERATED:	\$ -		0.06	\$ -
			Florida DOR	
		State Sales Tax	Disbursement	
		Generated	Multiplier	
STATE SALES TAX REIMBURSED TO COUNTY:	\$	-	0.09653	\$ -
		Non-Taxable	Option Sales	
	Direct Impact	Sales	Tax Rate	
COUNTY LOCAL OPTION SALES TAX:	\$ -	-	0.01	\$ -
		Approximate Hotel	Average Room	
	Estimated Rooms	Rooms Secured	Rate Per Night	
	Per Night To Be Secured			
TOTAL HOTEL IMPACT:				\$ -
	Total Hotel			
	Impact		Resort Tax Rate	
COUNTY RESORT TAX RECOUPED:	\$ -		0.03	\$ -
TOTAL RESORT TAX & STATE SALES TAX RECOUPED BY COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE COUNTY:				\$ -
RENTAL COSTS OF FACILITIES OWNED & RECOUPED BY THE CITY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE COUNTY:				\$ -
BID FEES AND COSTS ASSOCIATED TO THE EVENT PAID BY THE CITY:				\$ -
APPROXIMATE REVENUE RECOUPED BY THE COUNTY ON THE EVENT:				\$ -